



Dream acquisition

PrivatAir leads the way with the latest generation of Boeing 787, the Dreamliner

PRIVATAIR IS CONTINUING to pave the way in terms of diversifying its fleet with both Boeing and Airbus aircraft, and staying in the forefront of aviation technology.

The latest acquisition of a Boeing 787-8 Dreamliner will further expand the capabilities and range of the PrivatAir fleet, giving the company's customers the very widest possible choice of travel options. This state-of-the-art 787 Dreamliner will join the attractive existing fleet, which includes a newly acquired Boeing 767-300ER – due to enter into service in the spring of this year – one Boeing 757, a BBJ2 (Boeing Business Jet) and three BBJ1s.

The 787 was launched in April 2004, and has since become the world's fastest-selling commercial aeroplane. To date, 37 customers worldwide have placed more than 450 orders and commitments for the 787. Its unprecedented efficiency (both in terms of costs and fuel consumption), its range and passenger comfort has already made it an extremely popular aircraft, eagerly anticipated to begin cruising at 33,000ft by 2008.

With regard to fuel consumption, the 787 surpasses other current models and represents a key leap forward in lowering aircraft emissions. It will use 20 per cent less fuel than

current aircraft in operation of comparable size, as well as having an innovative interior environment designed for passenger comfort, including wider seats and aisles, larger windows and a higher level of humidity.

To top off the 787's list of amenities, the aircraft is capable of flying ultra-long range, thereby bypassing inconvenient connections at crowded hub airports.

With delivery expected in 2012, PrivatAir is still considering the final options in terms of cabin configuration, and is also evaluating two engine options, the General Electric GENx and the Rolls-Royce Trent 1000. ■



The mysterious giant figures of Easter Island; midtown New York at night; the restful Seychelles

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IN THE JULES VERNE classic *Around The World In 80 Days*, two people left London and travelled eastward across the globe in a hot-air balloon, steamboat, on elephant-back and by train. For the last 10 years, PrivatAir has gone about it in a slightly more sophisticated manner, flying its passengers 50 at a time around the world in a PrivatAir Boeing 757 in a matter of 24 days, soaking up the sights and sounds of some of the most beautiful and extraordinary cities, landscapes and sights on earth.

In 2006, three such world tours were carried out: one in the spring and two in the autumn. These PrivatAir operated on behalf of two leading VIP tour companies, Intrav

Experience new cities, countries and hemispheres on a luxury cruise liner with wings

and Exklusiv, with departure points from New York and Basel, respectively. Most of the passengers on the Intrav tour tend to be Americans, and the majority of the passengers who begin their trip in Basel are Germans and Austrians.

The Intrav schedule gives an insight to the global scope of the experience: New York – Las Vegas – Lihue (close to Hawaii) – Dateline (Easter Island) – Cairns – Singapore – Chiang Mai (Thailand) – Cochin (India) – Nairobi – Cairo – Edinburgh – New York.

Similarly, the Exklusiv Reisen tour boasted a geographically-extensive itinerary: Basel – Muscat – Zanzibar – St Denis de la

Reunion – Seychelles – Aswan (Egypt) – Basel – Geneva.

Typically, PrivatAir operates one 'world' tour annually, combined with one or two tours dedicated to visiting specific regions of the world such as South America or Asia. And sometimes these tours are activity-themed; in November 2000, PrivatAir organised a World Golf Tour, with the objective of visiting the greenest and most prestigious golf courses in the world, starting in London and venturing onto the fairways in Bermuda, Mexico, Las Vegas, Pebble Beach, Maui, Sydney, Ayers Rock, Bali, Kathmandu, Agra and Dubai. These trips turn dreams into reality for scores

of starry-eyed individuals at ticket prices from \$40,000 a head

Currently, PrivatAir has a significant share of the market for these types of tours, and there is ample potential for the future, particularly as we add the market's first charter-available 767 to our fleet; 60+ first-class seats, and over 10,000 nautical mile range. This is good timing; customers are more demanding than ever in their search for holidays full of variety and adventure, and how better to complement extraordinary excursions and great sights, across cities, countries and hemispheres in just a few weeks, than with a luxury cruise liner with wings... ■



Practice makes perfect

A new centre has been set up in Zurich to train new-entrant crew and offer a range of courses to existing personnel

IN THE WORLD OF PRIVATE airlines that carry and cater for VVIP passengers – royalty, billionaires, superstars – excellence is expected as normal procedure. In the forefront of this excellence, stands the principal pillar of the airline industry: safety, which is often taken for granted. It is a requirement of PrivatAir that the crew must be trained to the highest industry standards, with a mission to attain prime aviation expertise, reliability, excellent service and the right degree of passion and commitment to achieve quality results. PrivatAir is continuously striving towards operating at the highest industry standards with an exceptionally competent staff, and training is a vital component if the company is to grow and achieve its objectives.

To fulfil this goal a new training centre has been established in Zurich to train new-entrant crew, and to provide recurrent mandatory training, promotional courses, and, of course, development modules to existing personnel. The new training centre is not the only one in Europe, but it is unique in that there are no others that really offer a customer service academy of

excellence. The timing for the new training centre is impeccable, since the PrivatAir brand is growing strongly as a quality name in aviation. The company is young and is becoming more and more dynamic in its operations and the luxury services offered. In order to address uncertain and reluctant traveller sentiment, the need for validated airline security, professionalism and the highest safety measures are fundamental.

The training is outsourced to PrivatAir's current supplier SAT – Swiss Aviation Training, and was formerly carried out in coordination with Lufthansa. The VP of Training, Victor Grove, (pictured above) is supported by two training managers – Alexandra Le Blanc for SA and Tea Nevala for GmbH – and there are two training administrative personnel – Janett Milano in Geneva and Simone Gorges in Düsseldorf – who are responsible for the administration of the training department.

PrivatAir's CEO, Greg Thomas, has additionally mandated that all ground staff will attend Customer Relationship Management (CRM) and Strength Deployment Inventory (SDI) training.

The philosophy of PrivatAir is that it takes years of continuous training and experience to ensure we surpass the customers' expectations. Each member of the team, from the flying personnel to the maintenance crew to the admin team, ensure that each flight is safe and that the services provided are upheld to the highest standard. The only way that everyone can play their part and have confidence that everyone else is doing their job to the maximum, is by rigorous training. Clear guidelines are essential before a job is done, and periodic and continuous training is fundamental to keep staff sharp and focused, licensed and up to speed during the course of their careers, and to make sure that every moment of truth is flawless in the eyes of the customer.

'Often we are told we are lucky at PrivatAir,' concludes Victor Grove. 'Well, my reply to that is the famous quote from the golfer Gary Player. When told he was lucky, as he was about to win his first major tournament, his reply was: "You know you are right but I have found that the more I practise the luckier I get!"' ■